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Advice on Poultry Problems

AT THE RIGHT TIME—

OF THE RIGHT KIND—

Absolutely Free

The need of more poultry and more eggs, in line with increased food production as urged by President Wilson and Food Administrator Hoover, has been brought to the attention of the American people in so many different ways that practically everyone realizes how important it is.

To accomplish this under existing conditions without losing money, you want the most complete information available regarding the feeding and general care of poultry, treatment of disease, preventive measures, etc.

Here's where the Pratt Experiment Farms come in handy. No matter what your problem may be, our experts will help you solve it and it will not cost you a penny.

So don't be afraid to ask questions. Address your letter to Pratt Food Co., Poultry Service Department, Philadelphia, Pa., and your request will be given prompt attention.

PRATT FOOD COMPANY

PHILA., CHICAGO, TORONTO

WE'RE IN TO WIN

Vital Facts For Thoughtful AMERICANS

We're in to win! The unmeasured strength and unlimited resources of America, joined with those of our gallant allies, can mean but one thing - The Ultimate Success of a Righteous Cause.

Modern warfare tries the resources of a nation. It is fought with dollars as well as with bullets; by the farmer, the mechanic, the clerk and even by the housekeeper, as well as by the soldiers and sailors. And each of us can help if we will only study the situation and perform the duty which lies before us.

WE MUST FEED THE WORLD

One of the vital needs at the present time is food, *food*, *FOOD*. The world's supply of foodstuffs is perilously low. Whole nations are on the verge of starvation. Others are facing a serious shortage of food. Even in our own marvelously productive land the poor are finding it increasingly difficult to secure enough food because of soaring prices, and even those in more comfortable circumstances are finding this question of high prices of all kinds of food a serious problem.

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PRATT FOOD CO.

Our message aims to drive home the fact that *it is the patriotic duty of every American to produce and conserve food*; and that *it will pay, in dollars and cents, to do this.*

The most serious shortage is in animal foods, and poultry raising will most quickly and satisfactorily make good this shortage. *Right now the poultry keeper is offered the opportunity of a life time to make big profits, in spite of the high price of feed.*

A WARNING

At a recent war convention of the Chamber of Commerce of the U. S., Administrator Hoover delivered this warning:-

“Food has, since the war began, gradually assumed a larger place in the economics, the statesmanship and the strategy of warfare. North America is called upon, both by allies and neutrals, for quantities of food far beyond its normal ability.

“During the last year we have exported every last ounce which the country during this period was capable of producing, and our national stock of cereals and animal products, proportionate to our population, was, at the beginning of harvest, *the lowest in our history.*”

So much for the general food situation as viewed by the leading au-

thority. Now turn to animal products, one of the most important groups of food stuffs.

Our supplies of beef, pork, mutton, poultry, eggs and dairy products are short. There are in America to-day fewer breeding and market animals, fewer chickens and ducks, fewer dairy cows, than for many years past. This condition is due to unusually high feed prices and abnormally high quotations on all kinds of animal products, a combination which has resulted in producers reducing flocks and cashing in for every animal and fowl which they dared spare—and more.

This shortage is now being keenly felt, as shown by the steadily rising prices of meat and eggs. And, *mark this*, these prices will be maintained until production again approaches the normal point.

As consumers, we must pay the price or go hungry; as producers, we will receive the price until production and consumption again balance.

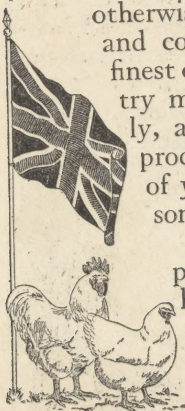
Fowls of all
Nations. U. S.-
Plymouth Rocks



The Poultryman's Opportunity

Right now the American hen and the American poultryman are given their opportunity, because this shortage of animal foods can be most quickly overcome by poultry raising.

The hen is the most efficient machine for converting raw materials into food, producing the most food for the least feed. Poultry, meat and eggs can be produced in the shortest time, and quick action is needed now. Poultry can be kept by all, in city or country, who have a few square feet of ground available, whereas beef animals, sheep and swine can only be produced on the farm. Poultry consumes vast quantities of materials which would otherwise be lost or wasted and converts them into the finest of human food. Poultry multiplies most rapidly, a few breeding birds producing a large number of young in a single season.



Poultry may be kept primarily to supply the home table with meat and eggs, or to produce these in commercial quantities for the market.

Fowls of all Nations.-
Great Britain-Orpingtons

A small flock will supply much of the meat and all the eggs required by an average family, thus saving much of the money now paid to provision dealers. It will also insure a supply of this vitally-needed animal food, even though the market be bare and prices sky-high.

THE BACK YARD FLOCK

Prof. J. C. Graham, of the Mass. Agricultural College, in a recent bulletin writes as follows:

“Never before * * * has the necessity been so great as at present for making use of the back-yard in helping to reduce the high cost of living. One of the best ways of doing this is to keep a small flock of hens, or raise a few chickens. Such flocks have long been considered very profitable indeed, due to the fact that much of their feed comes from garden refuse and from the house in the form of table scraps. A profit of from \$2 to \$3 a hen is the usual thing but it is not uncommon to find flocks that yield a profit of from \$4 to \$6 per hen. * * *

**Fowls of all Nations.-
Belgium-Campines.**



"A coop 6 ft. by 8 ft. or 8 ft. square is plenty large enough for a flock of ten or a dozen hens, and these coops need not be expensive. * * * The great advantage of the back-yard flock is the *low cost of feed*. Table scraps and garden refuse can easily form one-third to one-half of the daily ration."

The home flock will unquestionably reduce living expenses for the family. Home flocks multiplied by thousands—as they should be—will give the nation tremendous assistance in the present food crisis.

Commercial poultrymen will win out, too, by conducting their work along modern lines. During the last two years the commercial poultry industry has been hard hit by the high price of feed.

Timid poultrymen and those who had no reserve funds have cut down their flocks.

Others have endeavored to save (?) money by reducing the amount of feed given their birds. The result has been greatly reduced

**Fowls of all Nations.-
Italy-Leghorns.**



production and consequent increase in the prices paid for poultry products. Those who did "stick", and retained their birds are benefiting, for with a certainty of higher prices for their products and purchasing feed at lower figures than during recent months, the margin of profit will be most satisfactory.

Even if feed prices remain as high as maintained during the first eight months of 1917, there is still opportunity to make good money from a flock of *layers*. (But it is essential that the birds be *layers*, not *loafers*.)

Convincing Facts and Figures

The U. S. Department of Agriculture on their Experimental Farm, Beltsville, Md. after an entire year's test, which covered the period when feed prices were highest, proved that eggs from Leg-horns could be produced at a feeding cost of 13c. per dozen and from the heavier or general purpose breeds at a feeding cost of 16 $\frac{2}{3}$ c. a doz.

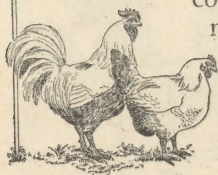
Out in Missouri,
Mr. M. P. Hollar,

**Fowls of all Nations.-
France-Houdans.**



of Ray County, kept an accurate record of the results secured from his flock of 133 birds. His figures cover the year between April 1, 1916, and March 31, 1917. The feed used was valued at \$242.05. The flock produced \$468.84 worth of eggs and \$235.60 worth of chickens, a total of \$704.44. This left a profit, above feed cost, of \$462.39, or practically \$3.50 per bird. But note especially that hens averaged 141 eggs each.

Near the city of Lawrence, Mass., where all feed must be brought from a distance and grain prices are proportionately higher, Mrs. Tinsch keeps a flock of hens to produce market eggs. In November, 1916, she purchased 85 pullets for \$80. In the nine succeeding months she secured from them an income of \$386.66, and had on hand 80 hens valued at \$80. This totals \$466.88. The cost of feed, repairs and other expenses was \$166.16, which added to first cost of the birds, makes a total of \$246.16, leaving a profit of \$220.72, nearly \$3 per hen.



**Fowls of all Nations.-
Russia-Farm Fowls**

Could anything show plainer than the above facts (and we have many more), that killing young laying hens is virtually killing the goose that lays the golden egg.

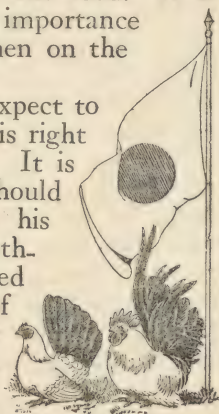
PATRIOTISM AND PROFIT

Now as to the future. Mr. Geo. Cugley, president of the Buckeye Incubator Co., a keen business man and an authority on the poultry industry, has investigated the situation thoroughly. In a recent address before an agricultural organization, Mr. Cugley pointed out the urgent need of more animal products, the peculiar fitness of poultry to make good the deficiency, and closed with these words:

"The war must be won by the men who produce the food. It is of fully as much importance as it is to have men on the firing line. * *

"Of course we expect to reap a profit. It is right that we should. It is right that a man should be well paid for his efforts, and it is nothing to be ashamed of that every one of you is raising your chickens for profit.

**Fowls of all Nations.-
Japan-Japanese Bantams**



“As a member of the Committee on Federal Aid in the American Poultry Association, and therefore perhaps more conversant with the actual situation than others, I want to say that you will make a greater profit on the poultry you raise during the next twelve months than you ever made on any you may have raised before, and I say this in spite of the high prices of feed and other supplies that your chickens may consume. For every extra dollar that goes out, you will see two dollars coming back, because we are going to see chickens and eggs selling for prices that we have never dreamed of before.”

Your Duty—Your Opportunity

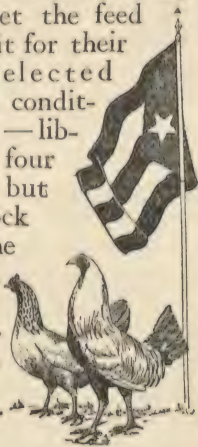
The above summarizes the opinion held by authorities and investigators in all parts of America. And so we say, with all sincerity, that we believe it will pay—and pay handsomely—to keep poultry now. Those who have but limited space should maintain small flocks; poultrymen who know how to get results, should increase their commercial flocks as rapidly as possible. If the money doesn't interest you, do this as a matter of patriotism because your country needs your help. If profit is the impelling motive,

keep poultry and get your share of the war-profits.

But under no conditions tolerate half-way measures in poultry management. Work to secure maximum production. The greatest national good and the greatest financial gain both spring from this common source.

Heavy production, in turn, rests upon the perfect health of the flock, whether producers of eggs or meat. Neither sick nor half-sick birds can lay heavily or grow rapidly.

Use a varied ration, including the necessary animal food, and *feed liberally*. Half-fed birds will not pay their board. Well-fed stock will lay enough eggs to meet the feed bills and leave a profit for their owner. Carefully selected stock—good physical condition—a varied ration—liberal feeding—these four spell success. None but healthy, vigorous stock can extract all the nourishment from the ration and convert it into the badly-needed eggs and meat.



**Fowls of all Nations.-
Cuba-Game Fowl.**

The ailing and the weaklings are consumers but not producers, and much of the food they eat is wasted because it is not digested.

A GOOD RATION+P.P.R.=SUCCESS.

Regardless of the ration you use, method of feeding, or kind of fowls kept, the use of Pratts Poultry Regulator insures greater returns. Pratts Poultry Regulator is *not a food* It is a general tonic and conditioner for poultry which *makes fowls healthy, productive and keeps them so.*

Used regularly in the ration, at a cost of but a cent a hen per month, it tones up the entire system, sharpens the appetite, improves digestion, enriches the blood, strengthens the circulation, stirs the egg-producing organs into activity *makes hens lay.* All this in a natural way, not by undue stimulation or "forcing."

Pratts Poultry Regulator is not an expense, because it so greatly improves general health, growth and egg production, that its use makes success certain. Just one more egg a month from each hen will more than pay the cost of Pratts Poultry Regulator and we will guarantee to increase egg production by considerably more than one egg a month per hen, or your money will be promptly refunded.

THE "MISSOURI" PROOF

Here's the way Jos. H. Statz, Proprietor of The Rexall Drug Store at Parkston, S. D., convinced a skeptical customer that it pays to use Pratts Poultry Regulator.

Mr. Statz: "Well, Mr. Enders, I suppose those hens of yours are bringing you in a nice neat sum with the present high price of eggs."

Mr. Enders: "They should but they're not."

Mr. Statz: "What's the trouble—loafing on on the job?"

Mr. Enders: "Worse than loafing—they have practically quit."

Mr. Statz: "I can tell you how to put them to work again—use Pratts Poultry Regulator."

Mr. Enders: "What's the use—it won't do any good."

Mr. Statz: "I know it would. How many chickens have you?"

Mr. Enders: "About 100."

Mr. Statz: "How many eggs are you getting daily?"

Mr. Enders: "Lots of times only one and never over four."

Mr. Statz: "All right—here is where you get the "Missouri proof." I'll give you a 50c. package of Pratts Poultry Regulator FREE if you will feed it to your flock for 2



weeks and give me all the eggs you receive over four a day."

Mr. Enders: "That's a bargain—hand over the package."

Mr. Statz, in making this proposition, really should have allowed sufficient time for the Regulator to "get in its work" as it is a mild regulating tonic and not a violent, quick acting, "burn'em up" stimulant. Nevertheless two weeks later, Mr. Enders walked into Mr. Statz's store, placed 46 eggs on the counter and said:



"Here you are—and believe me, you are welcome to them. These 46 eggs represent the number I secured over and above the former maximum of four a day. I am thankful that this deal was only made for two weeks as the Regulator is just beginning to get in its fine work and the birds are starting to "speed up." I hate to think of the eggs I would have had to hand over to you if the deal had two more weeks to run. And say—don't run out of "Pratts" because you have certainly made a new and regular customer."

This surely was some deal for all concerned. Mr. Statz made about \$1.00 excess profit on this particular sale of a 50c. package of Pratt's Poultry Regulator besides making Mr. Enders a regular and enthusiastic Pratt customer for all time.

From Alaska to the Gulf of Mexico and from the Atlantic to the Pacific reports all prove the merits of Pratts Poultry Regulator.

Petersburg, Alaska, May 14, 1917.
Pratt Food Company,
Dear Sirs:

I have been using "Pratts" and following directions in your book. I have 17 hens and now get 15 eggs a day and have one hen setting. I am proud of my chickens as our climate up in Southeastern Alaska is so wet and cold that no one here tried raising chickens before.

(signed) Mrs. Annie Birch.

Mrs. Birch can well be proud of a record which would be mighty fine if made by a Jersey poultryman—but, from cold bleak Alaska—well, IT'S GREAT.

New Orleans, La., May 11, 1917.
Pratt Food Co.,
Gentlemen:

At last I am able to say that Pratts Poultry Regulator has worked wonders with my pen of 30 S. C. White Leghorns. From Jan. to Dec. 1916 I used the Regulator three times a week. Number of eggs during that time 3902. This was their second year; their pullet year I kept no record.

Now here is where the wonders start. About the last week in Dec. 1916, weather being severe I started giving the birds a warm mash instead of a cold one and instead of the Regulator three times a week I put two tablespoons full in the warm mash every day. Results—Jan. 1917, 436 eggs. Feb. (28 days) 462 eggs; March 608 and April 673 eggs. On Jan. 21, 3 settings of 13 eggs brought out 39 strong, healthy chicks. On March 3rd two settings of 13 eggs brought out 25 healthy chicks and all are living and doing fine

at the present time. I have two settings
that are due on the 25th of this month.
(signed) A. S. Pujol.

Farmington, Ct., January 22, 1917.
Pratt Food Company,
Gentlemen:-

Dec. 28th, 1916, I purchased a box of your
Poultry Regulator and here are the results:
9 days after using 100% increase in eggs
17 days after using 166% increase in eggs
25 days after using 284% increase in eggs
I had been using * * * * for two months
before with no apparent results.

This has been an off year here—late
moulting and no one getting as many as last
year, but I beat them all four per cent last
year. I am 25 per cent ahead of my own
last year's record so far this month and I
was behind when I started using the Poultry
Regulator. This increase is the average—
not the best days. I am getting just 400%
more eggs now than I was when I started
using Pratts Regulator.

E. O. Sperry.

Pratt Food Company,
Gentlemen:

Having used a couple of 25 lb. buckets of
Pratts Poultry Regulator, I must say it gave
all the results you claim for it. We had a
lot of Pullets that dropped off in their lay-
ing and looked half dead. Well we got a
small package of your Poultry Regulator at
first and found out we had such good results
from its use that we ordered a couple of
buckets, and it certainly has increased the
laying of the hens as well as their appear-
ance.

Albert Middleton, Gardena. Calif.

**Lest you forget we repeat—Regardless
of location or climate—give 'em Pratts
and they've just got to lay.**

**The Complete Pratt Line
of Poultry Regulator and
Remedies—covering nearly
every Poultry Disease, and
Guaranteed to give Satisfaction
or Money Refunded:—**

Pratts Poultry Regulator, in packages,
25c, 50c, 60c, \$1.00; in 25 lbs. pails, \$2.50;
(except on Pacific Slope) 100 lb. Bag, \$9.00.

Pratts Powdered Lice Killer, sifter top
boxes, 25c and 50c.

Pratts Poultry Disinfectant, 1 quart,
50c; half-gallon, 90c; 1 gallon, \$1.50.

Pratts Roup Remedy (Tablets or Powder)
25c, 50c and \$1.00.

Pratts Baby Chick Food, in packages,
30c and 60c. Also put up in 14 lb., 25 lb.,
50 lb. and 100 lb. sacks.

Pratts White Diarrhoea Remedy, 25c
and 50c.

Pratts Chicken Cholera Remedy, 25c
and 50c.

Pratts Head Lice Ointment, 10c and 25c.

Pratts Condition Tablets, 25c and 50c.

Pratts Bronchitis Remedy, 25c and 50c.

Pratts Sore-Head Chicken-Pox Remedy,
25c and 50c.

Pratts Scaly Leg Remedy, 25c and 50c.

Pratts Gape Remedy, 25c and 50c.

Also Pratts Animal Regulator and a full
line of Pratts Animal Remedies.

If you have difficulty in getting any of
the Pratt Preparations, write to our
nearest office.

PRATT FOOD COMPANY

PHILA., CHICAGO, TORONTO



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